

# ORDER



Orders	Order / Rev:	186967	
Alt Order #:			
Product Desc:	Obama for America		
Estimate:	1904 Sked C		
Flight Dates:	10/16/12 - 10/22/12		Primary AE:
Original Date / Rev:	10/12/12 / 10/12/12		Sales Office:
Order Type:	GENERAL		Sales Region:
Agency	Name:	GMMB Inc.	
	Buying Contact:	Kristen Keuleman	
	Billing Contact:		
		1010 Wisconsin Ave, NW	
		Washington DC, DC 20007	
		Billing Type:	Cash
		Billing Calendar:	Broadcast
		Billing Cycle:	EOM/EOC
		Agency Commission:	15%
Advertiser	Name:	President/Obama (D)	
	Demographic:	A25-54	
	Product Codes:	PL1-President	
	Priority:	P3	
	Revenue Codes:	POL, POL, CAND	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	74	\$56,465.00	\$47,995.25	October 2012	74	\$56,465.00	\$47,995.25	0.00
					Totals	74	\$56,465.00	\$47,995.25	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/22/12	10/22/12	ABC Mon A	CA	7P-9P	M-----	:30	1	\$6,000.00	P3	0.00	NM	1	\$6,000.00
				Dancing With The Stars											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-----		1	\$6,000.00			0.00					
N 2	KMGH	10/17/12	10/17/12	ABC Wed A	CA	7P-8P	--W---	:30	1	\$3,450.00	P3	0.00	NM	1	\$3,450.00
				The Middle		(7:00 PM-7:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	--W----		1	\$3,450.00			0.00					
N 3	KMGH	10/17/12	10/17/12	Modern Family (only)	CA	8P-830P	--W---	:30	1	\$3,925.00	PREE	0.00	NM	1	\$3,925.00
				MODERN FAMILY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	--W---		1	\$3,925.00			0.00					
N 4	KMGH	10/16/12	10/22/12	630-7P WHEEL (M-F)	CA	630-7P	MTWTF--	:30	5	\$1,575.00	P3	0.00	NM	5	\$7,875.00
				630-7p WHEEL (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5	\$1,575.00			0.00					
N 5	KMGH	10/16/12	10/22/12	6p-630p JEOPARDY (M-F)	CA	6P-630P	MTWTF--	:30	5	\$1,375.00	P3	0.00	NM	5	\$6,875.00
				6P-630P JEOPARDY (M-F)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5	\$1,375.00			0.00					
N 6	KMGH	10/21/12	10/21/12	5pm News Sunday	CA	5P-6P	-----S	:30	1	\$350.00	PREE	0.00	NM	1	\$350.00
				5pm News Sun Local News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		1	\$350.00			0.00					

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Alt Order #: \_\_\_\_\_  
Flight Dates: 10/16/12 - 10/22/12

Advertiser: President/Obama (D)  
Product Desc: Obama for America  
Estimate: 1904 Sked C

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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	KMGH	10/21/12	10/21/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    -----S    1    \$200.00    0.00															
N22	KMGH	10/20/12	10/20/12	7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$675.00	P1	0.00	NM	1	\$675.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    -----S-    1    \$675.00    0.00															
N23	KMGH	10/20/12	10/20/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    -----S-    1    \$175.00    0.00															
N24	KMGH	10/16/12	10/22/12	GMA M-F 7-9A / KMGH CA	CA	7A-9A	MTWTF--	:30	5	\$400.00	PREE	0.00	NM	5	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    MTWTF--    5    \$400.00    0.00															
N25	KMGH	10/16/12	10/22/12	6-7A News M-F/KMGH	CA	6A-7A	MTWTF--	:30	4	\$400.00	PREE	0.00	NM	4	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    MTWTF--    4    \$400.00    0.00															
N26	KMGH	10/21/12	10/21/12	ABC Sun D ABC Sun D	CA	9P-10P	-----S	:30	1	\$2,375.00	PREE	0.00	NM	1	\$2,375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    -----S    1    \$2,375.00    0.00															
N27	KMGH	10/16/12	10/22/12	Nightline Nightline	CA	1037P-1103P	MTWTF--	:30	2	\$1,475.00	P1	0.00	NM	2	\$2,950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    MTWTF--    2    \$1,475.00    0.00															
N28	KMGH	10/16/12	10/22/12	10P NEWS - M-F/SU	CA	10P-1037P	MTWTF-S	:30	2	\$1,000.00	PREE	0.00	NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    MTWTF-S    2    \$1,000.00    0.00															
N29	KMGH	10/16/12	10/22/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A	MTWTF--	:30	2	\$150.00	PREE	0.00	NM	2	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    MTWTF--    2    \$150.00    0.00															
N30	KMGH	10/16/12	10/22/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	MTWTF--	:30	4	\$300.00	P3	0.00	NM	4	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    MTWTF--    4    \$300.00    0.00															
N31	KMGH	10/16/12	10/22/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	MTWTF--	:30	4	\$350.00	P3	0.00	NM	4	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/16/12    10/22/12    MTWTF--    4    \$350.00    0.00															

Totals 74 \$56,465.00